

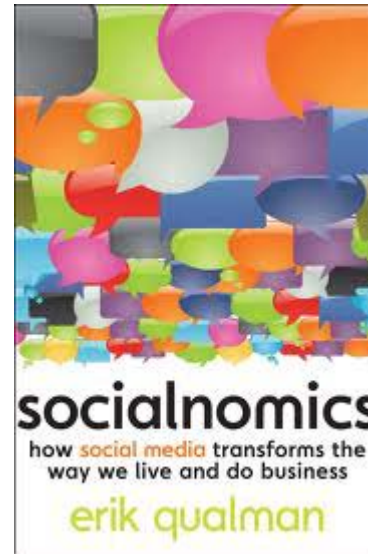
6 May 2011

Social Media in Government Contracting

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Social Media Revolution Video (Refreshed) by Erik Qualman





Topics for Discussion

- ❖ **Social Media Strategy**
- ❖ **Benefits and Challenges**
- ❖ **Social Media Platforms**
- ❖ **Measuring Success**
- ❖ **Tools**

SOCIAL MEDIA STRATEGY




Strategy

- ❖ **Strategy Is Creating Operational Alignment Between All Functions And Activities Of A Business Toward A Common Goal.**
- ❖ **Your Communication Strategy Is A Subset Of Your Business Strategy.**
- ❖ **Social Media Strategy Is A Further Subset Of Your Communications Strategy. It Should Support Your Communications Strategy In Supporting Your Business Strategy.**



Forrester's Approach to Developing Your Social Media Strategy

- P** ❖ **People – Access Your Customers' Social Activity**
- O** ❖ **Objectives – Decide What You Want To Accomplish**
- S** ❖ **Strategy – Plans For How Your Customers Will Change**
- T** ❖ **Technology – Decide Which Technologies To Use**
- 

Organizations Use of Social Media





BENEFITS & CHALLENGES



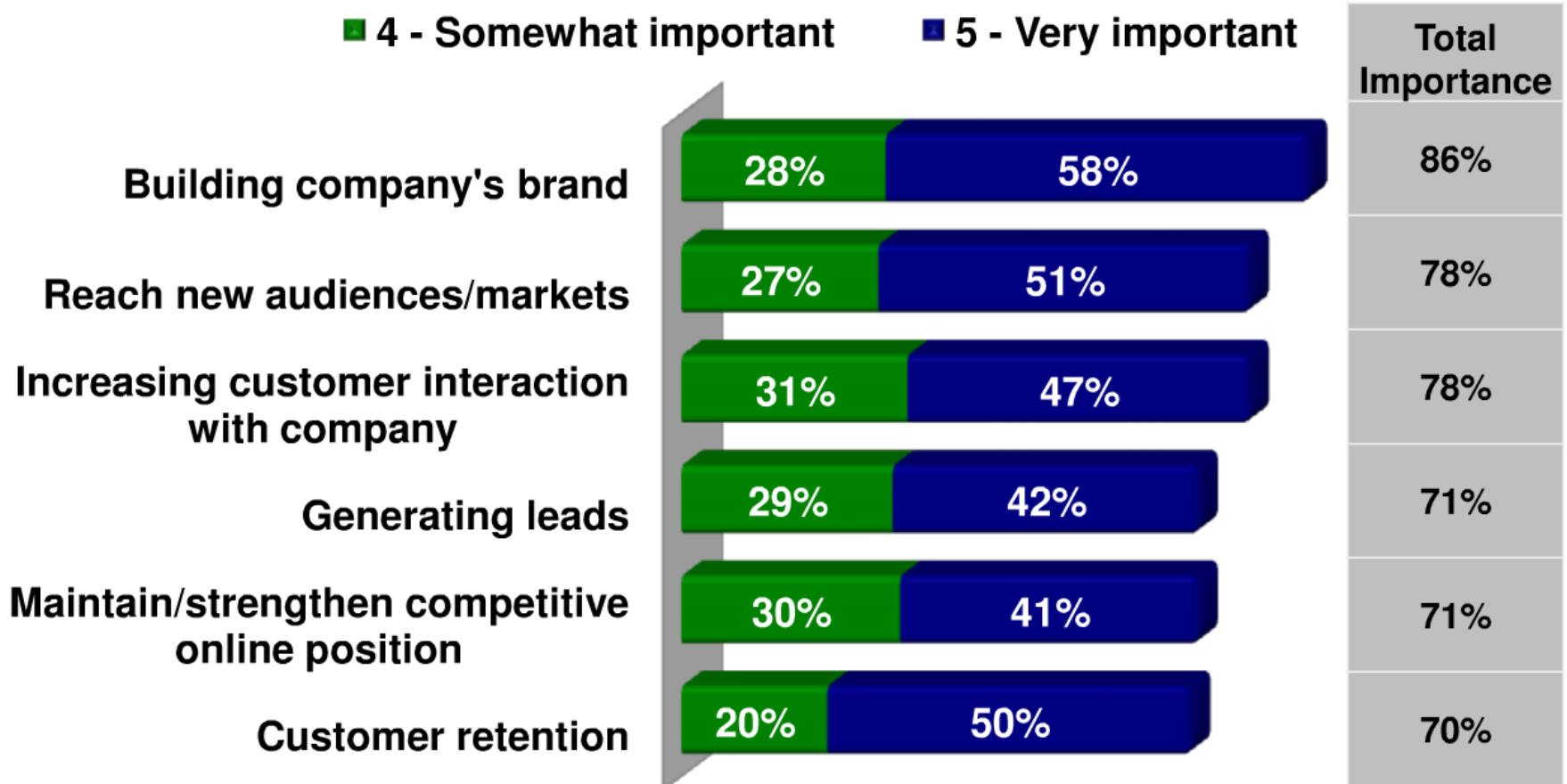


Benefits of Social Media

- ❖ **Building Company Brand**
 - ❖ **Reaching New Markets**
 - ❖ **Increasing Customer Interaction**
 - ❖ **Generating Leads**
 - ❖ **Strengthen Competitive Online Position**
 - ❖ **Customer Retention**
 - ❖ **Recruitment**
 - ❖ **Pulse On What Competition Is Doing And Saying**
 - ❖ **News Comes Directly To You**
 - ❖ **Cost Savings**
- 

Benefits of Social Media for Organizations

■ 4 - Somewhat important ■ 5 - Very important

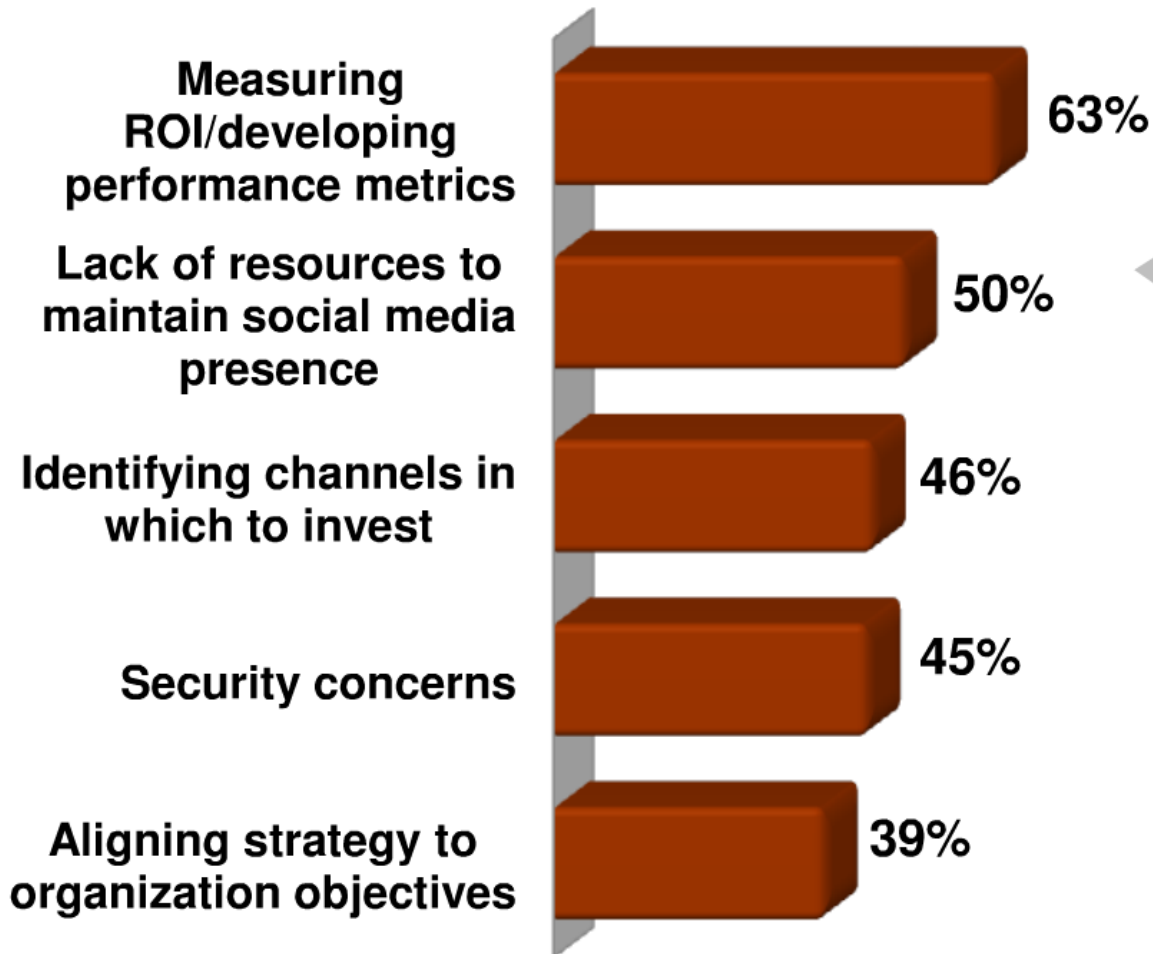




Challenges of Social Media

- ❖ **Measuring ROI/ Performance Metrics**
- ❖ **Lack of Resources To Maintain A Social Media Presence**
- ❖ **Identifying Channels To Invest In**
- ❖ **Security Concerns**
- ❖ **Aligning Strategy To Organizations Objectives**

Challenges of Social Media Implementations



“It’s a major time consumer. Someone’s got to monitor it constantly, and we just don’t have the resources or people to do that.”

SOCIAL MEDIA PLATFORMS



Most Popular Use of Social Media for Gov't Contractors

Most Popular Use of Social Media For Gov't Contractors

 10%

Wikis



100%

Non-Gov't Specific Social



49%

Corporate Blogs



42%

Monitoring/Commenting on Blogs



39%

Gov't Specific Social



35%

RSS Feeds



33%

Online Video & Pics



33%

Top Government Social Networks



Top Mainstream Social Networks

Linked  [®]

facebook [®]

twitter 

You  Tube

flickr [™]

MEASURING SUCCESS



Measurement

- ❖ **Identify Goals**
- ❖ **Agree On Social Media Analytics Measurements (KPI)**
- ❖ **Identify The Tools**
- ❖ **Track Reports**
- ❖ **Report**

FREE Social Media Monitoring Tools

Free tools

Analytics Tools

- ◆ Klout
- ◆ Twitalyzer
- ◆ Crowdbooster
- ◆ Peer Index
- ◆ Facebook Insights

Scheduling Tools

- ◆ Hootsuite
- ◆ CoTweet
- ◆ TweetDeck
- ◆ SocialOomph
- ◆ ObjectiveMarketer

Mobile Apps

- ◆ Hootsuite
- ◆ TweetDeck
- ◆ SocialScope
- ◆ Tweetie

FREE Social Media Monitoring Tools (Continued)

Free tools

A TOOL THAT MONITORS SOCIAL CAMPAIGNS

- WildFire's Social Media Monitor

A TOOL THAT MONITORS UPCOMING EVENTS

- Plancast

TOOLS THAT MONITOR WITH ALERTS

- Google Alerts
- BackType Alerts
- Yahoo Pipes
- Northern Light Search

TOOLS THAT MONITOR COMMENTS & FORUMS

- Comment Sniper
- coComment
- Board Reader
- Google Trends

TOOLS THAT MONITOR SOCIAL NETWORKS & BLOGS

- SocialMention
- Google Reader
- BlogPulse
- AllTop
- Google Realtime Search

A TOOL THAT MONITORS WEB PAGE CHANGES

- WatchThatPage

TOOLS THAT MONITOR WITH SOCIAL SEARCH

- Addict-o-matic
- Guzzle
- Social Seek
- BuzzFeed
- BUZZ00
- MonitorThis
- Alterian SM2 Freemium

TOOLS THAT MONITOR TWITTER & FACEBOOK

- Seismic
- Hootsuite
- Twitter Advanced Search
- Facebook Search
- Twitterverse Web Apps

TWITTERVERSE WEB APPS

- Monitter
- TweetBeep
- Twazzup
- PostRank analytics
- Pulse of the Tweeters
- Twitscoop
- Twilert
- Sideline
- CoTweet
- PeerIndex
- MyTweeple
- MentionMap
- Twitterfall
- TweetMeme
- TweetDeck

Sources

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- ❖ ***2010 Government Contracting Social Media Survey*** by Market Connections, Inc.
- ❖ ***Social Media Monitoring Tools*** by Flowtown

Contact Information



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